



Project: Downtown East Transit
Oriented Development Feasibility Study

Location: Oxnard, Ventura County

Timeframe: 2011 - 2012

Project Partners: City of Oxnard

Project Services

- Development Code Analysis
- Preparation of Benchmark Data
- Economic development
- Policy Recommendations



This project lays the foundation to transform the area south of the Oxnard Transit Center into a Transit Oriented Development community through private market initiative with support from the City of Oxnard.

Goals

- Develop benchmark data for feasibility analysis
- Reduce GHG emissions, and local pollution from freight traffic
- Economic development of local agriculture industry
- Public/Private funding opportunities
- Recommendations for future study, and policy direction
- Support voter adopted urban growth boundary

This study, in the Downtown East Transit Oriented Development (DETOD) area, examines the feasibility of redeveloping 150 acres of residential, commercial, and agricultural processing land immediately south of the Oxnard Transit Center. The City's Draft 2030 general plan and voter approved City Urban Restriction Boundary (CURB) demonstrates a commitment by residents of Oxnard to land use policies that preserve agricultural land. The Downtown East TOD study will allow the city to accommodate projected growth and affordable housing needs closer to the city center.

Results

- Devised a revitalization program that stimulates redevelopment of under-utilized sites, transitions marginal land uses, adds infill multifamily housing, mixed-use residential over retail, spot infill retail, and expanded industrial uses within the current auto repair district.

- Public infrastructure required to serve the renewal area is estimated to cost between \$2 million and \$3.9 million, depending on the land assembly scenario.
- The proposed program was determined not currently feasible, though the feasibility gap is not prohibitively large and a variety of public and private initiatives could be pursued to achieve DETOD revitalization goals over the long-term.
- Re-alignment of Fifth Street between the Ventura County Railroad spur line and Diaz Avenue could free up additional land for development, but would not be viable as a real estate project from the perspective of a private sector investor.
- Estimated property and sales tax benefits from the proposed program are significant and may be used to support development or offset infrastructure capital costs.